

Fredericksburg Arts Commission Meeting

**Thursday, April 1st, 2010
City Hall Conference Room**

Attendees: Julie Perry, Roy Jarnecke, Kevin Bartram, George Solley, Peter Scelfo, Pat Thalman, and Kathleen Walsh.

Approval of Minutes

The minutes from the March meeting were presented. Kevin Bartram moved to accept the minutes as written and Peter Scelfo 2nd the motion. It passed unanimously.

Public Comment

There was one member of the public in attendance – Wendy Latella who owns a production company doing work for the US Army. She is looking to possibly relocate her business to Fredericksburg. Ms. Latella introduced herself and told the Commission a small amount about her current work.

Reports

Arts Festival Committee – Kevin Bartram

Kevin Bartram informed the group of the PR launch for the Via Colori festival including a recent Free Lance Star article. He then told the Commission of an upcoming Festival Committee meeting on Monday, April 5th, 2010 and passed out the printed brochures used for advertising and soliciting vendors, sponsors, volunteers and artists. It was announced that UMW and FLS have signed on as major sponsors and that the FAMCC has a complimentary proposal to add to the weekend's activities and events. Peter Scelfo asked Kevin Bartram about the popular emails circulating with the 3D perspective for street painting and would our festival contain any of that kind of art? Mr. Bartram explained that the festival would be featuring a 'guest artist' known for that kind of painting world-wide. His name is Curtis Goldstein.

Public Arts – Pat Thalman

Pat Thalman reported that the EDA grant request made in conjunction with DRMI has been approved. The press release will go out on the 13th of April in the form of several email trees and word of mouth. Applications will be available on the DRMI website. Completed applications are due by May 10th. The winners will be announced on the 14th of May with the finished artwork being completed by June 21st and installed by July 2nd for the Holiday weekend. The Commission congratulated Pat Thalman and team on a job well done and was universally excited to see the finished products.

Website Committee – Kathleen Walsh for Debby Klein

Kathleen Walsh reported that the website committee was ready for the RFP process so they can begin evaluating proposals and potential companies to

design a comprehensive website for the Arts in Fredericksburg. She also brought up that at a previous Arts Commission meeting the entire Commission had discussed allowing the Arts Council of the Rappahannock to take on the difficult task of a calendar for the community. The website committee wants the Commission to reconsider that and allow them to put that in the RFP for designers. Everyone agreed. Kathleen Walsh then said she was encouraged by this progress and reminded everyone that the website was one of the first and fundamental issues to the Arts Community at large when the Commission was formed. Discussion followed about the needs of the website and the potential expense. The group agreed that these were things to discuss as the RFP's came in and Via Colori expenses and potential revenues were firmed up.

Long Term Planning Committee – Peter Scelfo

Peter Scelfo presented the revised strategic plan to the group and opened the floor for comments. Kevin Bartram asked a question about section #5 – The Financial Management Office. He asked for clarification as to what was intended by that objective. Peter Scelfo replied that the committee felt it would be an eventual necessity to have a capital campaign to support a performing arts center concept badly needed in the City of Fredericksburg. That objective was to set up the parameters and guidelines for that campaign. Kevin Bartram then said that he strongly disagreed with the idea that the Fredericksburg Arts Commission would have an official fundraising capacity. Peter Scelfo said that he thought the Via Colori festival was a fundraising event. Roy Jarnecke interjected that the Via Colori festival is a 'cost-neutral' event, not a fundraising event. Kevin Bartram added that it is an event designed to raise awareness, not funds. It was the charge put to the festival committee to raise visibility of the Arts in Fredericksburg and to unite area Arts organizations in a common purpose.

Kevin Bartram then went on to say that he felt the Arts Commission's role was to create the political environment for the Arts to raise funds and be successful, not to actually raise the funds ourselves. Peter Scelfo then responded that it was in the original conversations/surveys of the community that Fredericksburg needed a new venue and that it would be impossible to do that without fundraising capacity. George Solley then contributed that he never envisioned the Arts Commission being the primary fundraiser for any such initiative even if it did need to be done. Peter Scelfo replied that although he agreed with much of the dialogue that the Arts Commission did have a responsibility to be the conduit of fundraising or to create an environment where it could be successful. George Solley said he felt the terminology, as written, was misleading.

Much discussion followed and it was decided that Kevin Bartram would suggest a new wording to Peter Scelfo to more clearly depict the organization's role in such an important endeavor.

Old Business

Arts and Culture District – George Solley

George Solley had no news to report on the Arts and Cultural district. Kevin Bartram asked him if this was not the right environment at City Council for this discussion. George Solley responded that he felt City Council still had interest in this concept but that during budget time it was admittedly difficult.

Commission Member Application Process

There are 4 members up for renewal or to go off the Commission as of July 1st. Julie Perry announced that the listing for applications was already up on the city government website for potential new members or existing members to reapply. Roy Jarnecke said everyone would need to officially resubmit an application even if you are an existing Arts Commission member.

Kathleen Walsh commented that it has been hard for her to report on the Commission's lack of progress and limited program of work to her colleagues at Libertytown. She feels this reputation might affect the desire of a potential new member from Libertytown to apply for the Commission. Roy Jarnecke said he disagreed with Kathleen Walsh's opinion that the Commission has not done enough work and said that the Commission has been building processes. He felt that this was a prudent course of action. George Solley also added that it is difficult to measure the Commission's success in traditional ways in such a terrible economic downturn. He elaborated that it is unfortunate that the formation of the Fredericksburg Arts Commission has coincided with a time in which the City of Fredericksburg has no money.

New Business

Downtown Banner Design Contest – Julie Perry

Julie Perry announced a project that was tasked by Karen Hedelt to hold a contest in conjunction with the Arts Commission and UMW personnel to design new banners for the downtown. Discussion followed on the intent of the program, the budget for the program and potential team members. Kevin Bartram and Kathleen Walsh agreed to join Julie Perry from the Arts Commission and it was agreed that an invitation would be issued to UMW team members from the Publications Office and the Art Department. The idea is to have the banners ready to install in the Summer of 2011.

LibertyTown

Roy Jarnecke read a letter to the Arts Commission from Dan Finnegan at LibertyTown regarding his desire to sell his business as soon as possible. Discussion followed as to the importance of Libertytown to the City of Fredericksburg, its residents and its visitors.

Next Meeting

The next meeting will be held on Thursday, May 6th, 2010 at 7pm in the City Hall Conference Room.

Adjournment

Peter Scelfo moved to adjourn and Kevin Bartram seconded the motion. It passed unanimously.